April 27, 1990 **Inside:** Half-hour Interview With President Donald Gerth

The University Review

a monthly journal of thought

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Read About The Damaging Effects of Tabloid TV Below!!!

Subjective, Unfair, Sensational...

By Craig S. Hamley

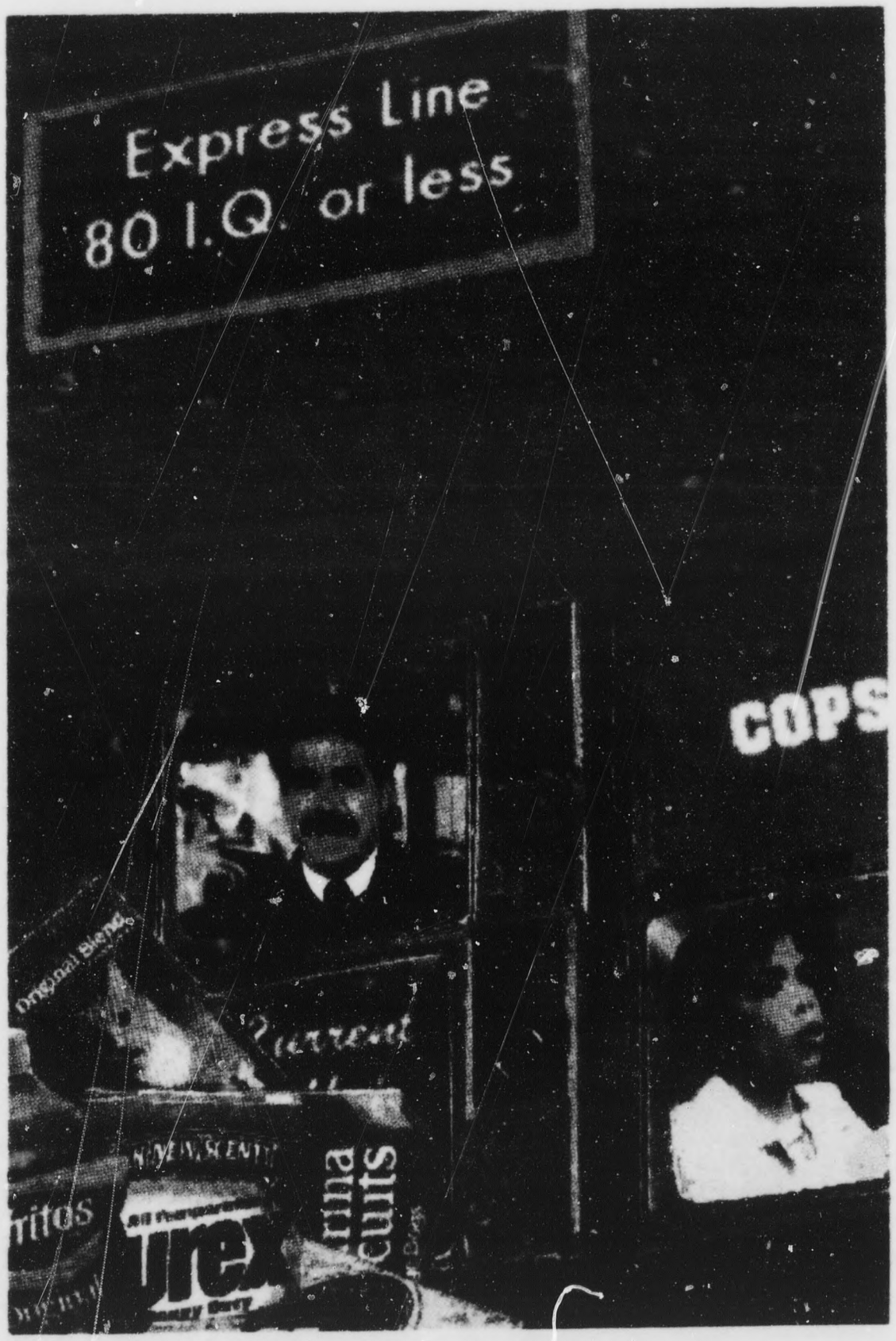
Beginning with the Reagan presidency and the deregulation of the communications industries, a new breed of television show emerged. Collectively these shows are sometimes referred to as "tabloid" television because so much of their content mimics that of the sensationalistic drugstore newspapers sold in checkout lines. Tabloid shows vary greatly, from sit-down, interview-style talk shows to fast-paced action/drama crime shows that use recreations in place of footage of actual events. Some of these shows actually pass themselves off as news programs while others are more overtly presented as entertainment programs.

One of the basic tenets of quality American journalism has for years been objectivity. American journalists are indeed proud that in attempting to be objective they are being fair, presenting all sides of a story, letting the readers or viewers decide for themselves what angle is most plausible and ought to be believed. These new sensationalistic shows, however, like their print media counterparts, do not make the necessary attempt at objectivity and in some cases are overtly slanted. Common tactics used run the gamut from creative editing and combative interview techniques to recreations based on tenuous and unclear facts. In some cases reporters on these shows even go so far as to use hidden camera interviews where the subject has no idea he or she is being filmed.

A plethora of these "tabloid" programs has popped up over the past few years, as if they are breeding like flies. They go by names such as: *The Reporters*; *48 Hours*; *Inside Edition*; *Geraldo Rivera*; *Oprah Winfrey*; *Sally Jesse Raphael*; Rescue 911; *America's Most Wanted*; *Unsolved Mysteries*; *Yesterday, Today, and Tomorrow*; *Cops*; *USA Today* ... the list is endless. One show, *Phil Donahue* (this sometimes is a respectfully done program), has even been around for a long time, and many of the shows occupy or are contending for prime time slots.

The obvious problem with these shows is that the average American TV viewer is not sophisticated enough to realize that what he or she is watching is not a quality news broadcast and should not be taken seriously (although the so- called

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THE UNIVERSITY REVIEW

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Essay

Testing The Basic Canons Of Civility

by Michael J. Fitzgerald

It was the kind of troubling scene you don't want to see — or even think about — on a spring break vacation at a quiet hotel and resort.

It was troubling for a man to watch, perhaps almost terrifying for a woman.

It was a beautiful sunlit morning and 40 or so male, middle-aged conventioneers from all over the country were taking a poolside break on the last day of a week of being cooped in the hotel's conference rooms discussing soil science, tractors, and scores of other truly arcane agribusiness topics. The men had bonded enough that they wanted a group photo taken. A pretty young female hotel clerk was handed a camera and drafted reluctantly into action.

And at first it looked like the same giggling, silly, cajoling group photo sessions ("Hey, short guys in the back, tall guys in the front. Haw Haw!) that have taken place since George Eastman invented rolled film and the Brownie camera become popular.

But after a few snaps of the shutter captured the 40 or so silly grins, the air — and mood — shifted almost imperceptibly as a portly, balding conventioneer moved forward and threw his arm around the clerk. "Hey! Take one of her 'n me for the old lady," he said. And after him, a half dozen other, suddenly fraternity-house brave men stepped forward, one after another, to throw their arms around the uncomfortable young woman, each one having to hold her a little tighter as she eyed the safety of her desk in the lobby 20 steps away.

What she was thinking was written on her face.

At that point, however, the basic canons of civility had been sorely tested, but not truly broken by most measures. But then it escalated, perhaps on some ego-driven dare or bet, perhaps out of a simple lack of respect for anyone, women in particular.

As the young desk clerk walked off, shaking off the handprints of the ham-handed huggers, a slightly younger conventioneer, his shirt unbuttoned halfway to his navel and his pants tight enough to suggest he needed a trip to a Jenny Craig's, caught the young woman by the shoulder and spun her around, dropping her into a Valentino-style swooning pose until she was nearly horizontal.

And then he pressed his rather fleshy lips on hers in what he probably thought passed for a kiss.

The sneak-attack ***kiss***, not surprisingly, drew whistles and hoots. Several shouts of "Awright, Buddy" rang out as camera shutters clicked. (An historic moment, apparently!)

The macho conventioneer stood grinning and turned to the cameras, completely missing the young woman wiping her mouth with the back of her hand. She tried hard to smile then, but it was a poor imitation, particularly for a hotel clerk practiced at providing a happy face for the rudest of tourists. She tried to smile again when she got to her office, but gave up and retreated behind an office door.

With the excitement over, the conventioneers all headed back to the conference rooms to talk about soil science, tractors, and scores of other truly arcane agribusiness topics.

The whole incident took only a moment, yet it disturbed the air of the hotel and resort. It probably seemed a ***long*** moment to the desk clerk.

An innocent incident? Perhaps. Many people might think so. Yet at 10 a.m. on a beautiful sunlit morning near the pool and lobby of a well-respected public hotel, in full sight of a dozen or so other hotel guests, a group of about 40 men decided it was perfectly acceptable to force their attentions on a young woman hotel clerk, to revel in her apparent powerlessness, if even for a moment.

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President Gerth In An Interview



Sacramento's Own Don

Interview By Julie Conboy

Gerth Brief

President of CSUS: 1984 to Present
Board of Directors
Sacramento Symphony/The United Way
Board of Capital Link Compact
Board of Sacramento Club
President Gerth was recently appointed by Rep. Robert Matsui as Chair of committee that will address future uses of Mather Air Force Base

New York City may have Trump, who acquires all that he can, naming everything after himself, but Sacramento has its own Don, a man who marks his spot by acquiring a swimming pool and rugs from foreign lands with the CSUS logo emblazoned onto them.

Q: Did you always plan on going into University Administration?
Gerth: No. I didn't. Nobody plans on going into university administration. I decided fairly early on that I wanted to teach; and my original interest was actually in mathematics. As I got more engagement in college with various branches of knowledge, I became more interested in political science. My original interest was in political philosophy and my master's degree work was in political philosophy. As I've gone on further, my principal field of interest has been comparative government, which is the study of governments of other nations, in my case Asia.

Q: Do you still teach a government class every fall?
G: Next fall I'll have a section of Government 1. That's a freshman course.

Q: If you were working in the private sector, how much do you think you would be making?
G: I haven't the vaguest idea. My wife and I have been a part of the California State University [system] for almost 32 years, and they've been great years and I wouldn't trade it for anything. I don't envy my colleagues in the private sector. I admire what they do. There are some really remarkable private institutions and they are not always the most prestigious ones. My own undergraduate and graduate education is [from] a private institution.

Q: Do you have any political affiliations within the Sacramento community?
G: I'm a registered member of a particular political party. Once I became vice-president, I kept politics to myself, because as president of this university, I have to work with people of all political persuasions, and I think it is in the best interests of the university for me to be relatively quiet about my politics. It's not difficult to figure it out for most people who are close to me because I have many strongly held opinions about politics and about the nature of government in general, and American government in particular. But I don't advertise my political affiliation.

Q: What are the defined hours of a president?
G: There aren't any. Presidency is a role that you live a good deal of the time, and I enjoy it most days. So I wouldn't say it's measured in defined hours. I work at it whenever work is needed. It's a very demanding kind of role, but I have the capacity to turn it all off. Next week, (Easter Break) we're going to the mountains and I hope to get a little skiing in, and I can just do that and forget. I can go out and play tennis or read a good novel and turn it all off.

Q: What is a typical day?
G: I get up about 5:00 or 5:30 a.m. and very frequently I'll have a breakfast meeting over at Denny's at College Town Road. I watch my diet very carefully and they serve Eggbeaters at Denny's so that's why I choose Denny's. Then I'll come in. I like to leave the house no later than 7:00 a.m. I like to be in early. I'm an early-morning type, not a late-evening type. I work during the day, have meetings in the community, and teach a class when I'm teaching. I do very little with the paper during the day. I take my mail home and read that during the evening. My typical day, I'm in by about 7:30 a.m. and leave at around 6 p.m. My day is concentrated on people.

Q: Are you given a car as part of the job?
G: I have a state car and I can use it for business. It has state license plates. It doesn't have private license plates, so I couldn't use it to go on vacation. It has a home-storage permit. Presidents get home-storage permits on the assumption that we're running around an awful lot, which is accurate. I put a lot of miles on that car, but as presidents go, I'm a very active one.

Q: Are you provided housing?
G: We get a housing allowance. I think it's $350 a month.

Q: Are lunches and functions of that nature included?
G: No, I have access to locally-raised funds for luncheons.

Q: What about vacation time?
G: Theoretically, I get 24 days a year, but I haven't used all of my vacation time in years because there is just too much to do.

Q: So, what do you do during the summer while school is out?
G: I don't operate summer session. We have a dean who does that. Summer is a very busy time of the year on campus. It's the time we use for catch-up. It's the time we use for planning activities. It's a very intense time of the year. During the summer, I can close the door and do some writing. I can go over and use the library on occasion.

Q: What are the downfalls of being president?
G: They are personal. For me, I am not fond of bitter personal rivalries — what I like to call Byzantine politics — that kind of thing. Right now, for example, we (CSU) are fighting (and that's not the wrong word at this particular time), for next year's budget. We're in some difficulty in respect to the budget. We have intense pressure to grow. Our fate is inextricably tied into that of the

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*Editor's Note: This interview took place before Anne Reynolds, chancellor of the CSU system resigned last week.

Essay

Japan Problem?

(Or How To Stop Worrying About The So-Called "Threat From Japan" And Start Loving It)

Koichiro Ichinose

"Buy American!"

Chrysler launched very patriotic advertising campaign several years ago. Titled "Born in America," the ad featured pictures of the American flag, the smiling American people, the confident-looking Chairman Lee Iacocca, and the cars that Chrysler is proud to call its own, Dodge Caravan/Plymouth Voyager. Credited for helping to rebuild the troubled auto maker, these cars said to have created a new and popular segment of auto industry called minivans, and have always been the top sellers in that category.

Mr. Iacocca is a very interesting man. He rose to the fame at first in the 1960's, with the successful introduction of Ford Mustang. After being fired by Henry Ford II in the 1970's, he again became a public figure in the 1980's, not only by taking over the near-bankrupt Chrysler Corporation and successfully rebuilding it as a credible No.3 American car maker, but also by appearing on almost all of its corporate TV commercials. He has also become known as a spokesperson for the "real Americans" who are not afraid to take a tough stand against the Japanese. He has written an autobiography in which he attacks the "unfair" Japanese, and, as if that isn't enough, goes around the country making speeches on the subject of the "dirty" Japanese. Through such activities, he has won the respect of some American people as the hero of capitalism and also as the man who can "talk straight." All the while, Mr. Iacocca has come to earn $15 million+ salary by selling, among other things, cars that are, completely or partially, Japanese.

Through their experience in the 1970's, the Detroit auto manufactures have come to the realization that their competitors in Tokyo, Nagoya, and Hiroshima were capable of producing superior quality small cars. There is an American saying, "if you cannot beat them, join them." What the American car manufactures did was just that: They began investing in Japanese auto manufactures. Today, Mazda, Isuzu, Suzuki, and Mitsubishi are all partially owned by the Detroit car makers. Joint ventures are also popular; GM has one with Toyota, while Ford is building minivan with Nissan. As the consequence, considerable numbers of cars sold in America today under American name brands are not necessary completely American development.

What the American people who felt proud to see the Chrysler minivans featured in the "Born in America" ad campaign did not realize was that the engines for these cars, both the standard 4-cylinder and the optional V6, were actually made in Japan by Mitsubishi Motors. Many other cars that Mr. Iacocca's Chrysler sells, such as Dodge Colt and Eagle Talon, are developed or produced in Japan, or both. Chrysler certainly isn't alone among American auto makers in this regard. When GM had problems with the manual transmission used in Pontiac Fiero, it turned to Isuzu for

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The Mock Interview

Creating A Bimonologue

Since No One Asked, He Thought He Would Interview Himself

David C. Ryan

Sure David Ryan's name appears on the masthead of this newspaper. So, this position allows him a certain privilige few others have. He can, within reason, do what he pleases. As editor of *The University Review*, he can horse around in any extremes — within certain boundaries.

One aspect of journalism that Ryan would like to practice but never had a chance to is Literary Journalism. Seeing his chance to explore this area, Ryan enrolled in Journalism 190 last semester, a Literary Journalism class taught by an associate professor who resembles George F. Will. The required texts consisted of Hunter S. Thompson, Norman Mailer, Tom Wolfe and a number of other journalists on the New Age checklist.

As Ryan read Norman Sims's introduction to his *Literary Journalists*, for class, he fixed upon a golden precept outlined by Sims. As he writes, "Literary Journalists follow their own set of rules," where "literary journalism demands immersion in complex, difficult subjects. The voice of the writer surfaces to show readers that an author is at work."

"Oh, yeah," said Ryan, liking the part where *litjurns* follow their own rules. This blank check allowed Ryan to do what he always wanted to do—which was (is) immerse himself so he could examine the most complex and difficult "subject" he knew (or claimed he knew)—himself.

But is the following effort New Age Journalism, or is it a vain attempt to explain himself. Who knows?

So he went into his room, closed the door, turned off the music and television, and without much preparation proceeded with the interview.

Ryan's apartment is common by college standards. He shares his two bedroom, two bath w/fireplace with a CSUS alumnus, and like most students, has a wall of books which holds anywhere from 200-250 books. Although this apartment looks rather comfortable, it sits right on a busy, noisy street—so much that Ryan doesn't really need an alarm clock to wake up in the morning. The bullhorn traffic wakes him up on cue.

Q: What's the risk of this effort?

A: Easy. The reader may not find your subject very interesting at all. Your story depends on whether my personality, or at least the personality I choose to reveal to you, can stroke their interest, their curiosity.

Q: You speak of your personality. What kind of voice does your personality have?

A: Vague question.

Q: Well, politically, is there room for a conservative voice in academia? Journalism?

A: Absolutely. There's room for anybody who's willing to work hard. Yet, both fields are dominated by people who share liberal beliefs. Liberals like to deny this, of course, but all the polls and surveys I've seen reveals that this is a truism beyond repair.

Q: Is liberalism in journalism a bad thing?

A: Not necessarily. Sometimes conservatives have too much respect for institutions, believing that institutions (whether if they are religious, private or public) are there to help the individual. Sometimes they respect them so much that they do not dare challenge its structure. Since conservatives recognize that evil and wickedness is part of existence, it puzzles me that conservatives are often not a part of exposing the bad side of things. And to me, the primary function of journalism is to expose corruption and the misuse of power.

Q: Where does your conservatism stem from?

A: Good question. (Reporter: "Thanks.") Well, it comes from my view of human nature, which is to repeat what I've already said about the evil side of human nature, and no matter what Lenin said, a government can never mold a perfect human character by creating a 'Great Society' or a New Deal society or whatever society which superintends over the area in which people live. What a government can do is create an area of freedom and superintend over the civil society which is created by the citizens, and preserve this area from both internal and external elements in the name of liberty (by letting the people construct their own rules in which they govern themselves by).

Q: Privately, I have heard here and there, whispers if you will, that your conservative face is just a role, a part you play just to get under the skins of your liberal friends. True?

A: Who "whispered" this into your ear? A serpent? This is patently absurd. There's more to life than politics; thus in order to pursue what some would call a whole life you have more than one perspective on life. That's why political opinion *should* be presented with a smiling face.

Q: Who are your models as a writer?

A: Well, there are many. But the ones who impress me the most are John Simon, Bryan F. Griffin (who writes far too infrequently), Russell Kirk, and much of William F. Buckley has done.

Q: Why them?

A: Well, all of these men have their feet firmly planted in our culture. They genuinely care what happens in the political world as well as the aritistic one, and with these beliefs, they care about history and how history is interpreted by a modern audience.

Q: George Will?

A: A cocktail conservative he is, but he has his value. There are better writers who aren't forced into writing for the finite space of newspaper columns, like essayists Charles Kesler and Harry Jaffa.

Q: Since you fly your conservatism like a flag, are you the object of ridicule?

A: In the broadest sense of the term yes. There are those who spare no opportunity to poke fun at me. It's not like I don't invite such commentary though—whether it's in

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T.V.

from the cover



"quality" news broadcasts have their own problems).

Most American couch-potato TV viewers simply sit back and take in tabloid programs with the rest of their daily TV diets. This wouldn't be so bad if viewers understood that what they are watching is pure entertainment, and shouldn't influence values or judgment.

Specific examples of the poor quality of these programs are easy to find - all one need do is watch even a single episode of any of the programs listed above. For instance, in an edition of *The Reporters* that dealt with airport security issues, and most specifically with those surrounding the bombing of Pan Am flight 103, several rules of fairness and objectivity were broken. First, the interview techniques used were combative to the point of rudeness. Second, the number of people interviewed who supported the story's viewpoint far outnumbered (4-1) those interviewed that held dissenting opinions. Third, at two different points in the story, hidden cameras were used during conversations to film unsuspecting interviewees, who no doubt would otherwise have considered what they were saying a little more carefully. In one case a Pan Am official was openly deceived, being led to believe that he was speaking to another Pan Am official when in fact he was speaking to a reporter. If this practice especially is allowed to continue the credibility of all journalism will suffer, and sources will, as a result, become more reticent in their dealings with those in the business.

Technique is, however, not the only questionable practice in these programs - so is the actual content of the stories that they air. For one thing, there is a definite degree of overt sexuality present in these programs. They show a lot of skin, almost all of which is footage of women. Perhaps the editors of these programs are aiming them at men, as is the case with the tabloid press of Great Britain. The amount of sexual issues covered on these shows speaks for itself - homosexual transvestites on *Donahue* one day and adult film stars on *Geraldo* the next. Do we really need to see these kinds of things on television?

A strong element of violence is just as easily discernable in tabloid TV shows. *America's Most Wanted* and *Unsolved Mysteries*, for instance, are almost entirely composed of recreations complete with blood, guts and violent acts - especially those directed towards females. As with the recreations present in other programs, these are based on shaky and usually circumstantial information.

The question one must finally ask when considering the tabloid TV shows is not whether or not these shows ought to be on television, since they obviously receive the necessary ratings, but whether or not this type of television programming is damaging to the American public. If indeed it is found to be damaging, and if it is taken too seriously it certainly has that potential, then what, if anything, ought to be done about it?

Certainly the tightrope of censorship is a path that no one wishes to tread, but there comes a point when something must be done. That something is education - for if the general public was more educated, tabloid TV shows could never maintain the ratings necessary to stay on the air. They should, then, be taken as a sign that America's educational system is in need of a recreation of its own.

Craig S. Hamley is a senior majoring in government-journalism at CSUS

I Wish

by David E. Brumfield

I wish that my soul were not sick.
I wish that my job did not require me to wear business suits.
I wish I could fly.
I wish I did not worry about the future.
I wish I could change the past.
I wish I knew how to cook, paint, play the piano and scuba dive (without fear).
I wish life's moments were longer.
I wish I could say "I love you."
I wish I knew what love was.
I wish I did not have designer clothes.
I wish I could design my own clothes.
I wish I did not have any bills.
I wish I did not have to deal with money.
I wish I could be less critical.
I wish I could remember jokes and quotes.
I wish I could be content.
I wish television commercials were not so loud.
I wish I did not have to eat bad food.
I wish store-bought tomatoes were better.
I wish I could read some people's mind.
I wish life were not so short.
I wish I knew God.
I wish there were a God.
I wish ballpoint pens did not leak.
I wish people would stop saying that they wished they knew a second language.
I wish breakfast cereals for kids did not have so much sugar.
I wish you could take a pill to satisfy all of your dietary requirements.
I wish I did not worry about cancer.
I wish doctors did not make so much money.
I wish the earth were not dying.
I wish that everytime I got in an airplane I did not worry about it crashing.
I wish I had a dog, a dalmation.
I wish I had learned how to surf.
I wish I did not have the urge to steal.
I wish I did not worry about being killed.
I wish bad people did not kill good people.
I wish there were more justice.
I wish there were not so much television.
I wish the news were better.
I wish I were not so selfish, vain and melancholic.
I wish I did not have to wish.

Civil

from p. 2

First, they exploited her position as a hotel employee to compromise her as a person. Then one man — with clear approval of the group — exploited her because she was young, vulnerable, and a "she."

It wasn't fair. It wasn't acceptable. It was damn close to ugly — too close.

It's hard in retrospect not to consider what might have happened had this impromptu photo session taken place the evening before, when the hotel's two-hour long, six-free-drinks-per-guest "happy hour" was roaring like a freight train on icy tracks. The mixture of alcohol, darkness, and the kind of group-think that erupted in the sunlight could've proven truly ugly. (That word keeps cropping up.)

Is there a moral in this story?

Always ask female hotel clerks if it's okay to kiss them before doing so?

Hardly.

But simple respect for human dignity (regardless of sex or station) might be a good place to begin. Perhaps the true lesson to be learned from such incidents is to remember that even in the (for some) comfortable 1990s, sexism, racism, and bullies still exist in sometimes subtle — but still ugly — forms. As far as we think we have progressed toward fair treatment for women in society, there still are serious, completely unacceptable problems. As much as we would like to believe racism has been slowly eradicated, we should recognize that discrimination — however subtle or unsubtle — still exists.

Perhaps because it is the 1990s and it seems easy to be smug about our supposed progress it is even more important than ever to take off our professional, or cultural, or economic blinders, to watch for injustice and exploitation.

It's more important than ever, because even though we might not like what we see, ignoring it will not make it go away. It probably encourages it.

Even on a spring-break vacation at a quiet hotel and resort.

Michael J. Fitzgerald is an associate professor of Journalism

Japan

from p. 4

better 5-speed transmission. Ford wanted to compete with BMW in the sporty sedan market, so it began installing powerful V6 engines made by Yamaha in the special high performance version of Ford Taurus, and called it SHO (short for Super High Output). Mercury Tracer, which is based on Mazda 323, is currently produced in Mexico and sold mainly in this country. The mechanical designs of the all-new Ford Escort will also be based on Mazda 323. Cheverolet had problems convincing American public that Nova, the small car produced at the once-closed GM factory in Fremont, California under the management of Toyota, is just as good as its near clone, Toyota Corolla, so GM decided to start a new division of imported cars called Geo, in which Nova is now sold as Geo Prizm.

As these cases show, increasing numbers of cars that US auto makers sell today are not completely "American." The engine might be developed in Japan, the exterior body shape might be designed in West Germany, while the actual cars might be produced in Taiwan or South Korea, and sold in the U.S. as a Ford, a Pontiac, or a Dodge.

When a corporation makes the decision to relocate its production facility or decides simply to buy whole vehicles from other manufactures for its sale, such decisions are based purely on its business strategy, and it has little to do with nationalism. The GM decisions to close the plant in Fremont and later to reopen it with Toyota's help was based upon whether it was profitable or not for GM. The decision to relocate the productive facility in the countries of Asia by the Detroit auto makers was made at the microeconomic level (to make the operation of GM, Ford or Chrysler to be more profitable), and was not made with the macroeconomic considerations (such as "Would creating industrial vacuum in America be good for long-term U.S. economic interest?").

American auto makers should be partially held responsible for creating industrial "vacuum" in America. When they were forced to face the tough competition from Japan, rather than meeting them with creative solutions such as devising innovative and efficient designs in developing and manufacturing automobiles, they choose the easier solution of relying on cheap foreign labors and capital involvement in foreign auto manufactures. The Japanese auto industry employed 670,000 workers to produce 11 million cars in 1985. On the other hand, Detroit employed 2 million workers to produce 10 million cars in the same year. The Japanese auto makers' relentless pursuit for efficiency and lack of sufficient autoworkers in Japan have resulted in the fact that Japan produced a million cars more than the Detroit with 1.3 million fewer workers. This fact shows that it was the Detroit management's long reliance on easy yet inefficient production decisions that have caused inevitable surge in unemployment in American auto industry, and Japan did not "export unemployment" to the US by utilizing cheap labors as it is often accused of doing.

The fact that Honda, Nissan and Toyota are all producing quality cars at a competitive price in America using American workers, managers, and machinery—seems to suggest that when the American auto industry blame "unfair" trade practices by the Japanese for the loss of sales and "forced" evacuation from producing cars on American soil, they are not being very fair with their own autoworkers, their stock holders, American public and the Japanese.

In the 1980s, American automobile industry was busy spreading the perception of "Home Boys in Detroit Competing with the Unfair Foreigners from Japan" through media in this country. But this perception, which is employed to arouse American people's nationalism to be sympathetic for American auto industry's cause and measure of "struggle" against Japan, is not an accurate one, because American car manufactures are selling Japanese cars, buying Japanese parts for their cars, learning technological and manufacturing expertise from the Japanese, earning profit from the share of stocks they hold in Japanese car manufactures, and being helped by Japanese corporations to market their cars in Japan. The American manufactures are not alone. All the automobile manufactures around the world have cooperative relationships with foreign manufactures in one way or another. In fact, it is perhaps almost impossible to find cars that are purely Japanese, German, Italian, Swedish or American today. Most consumers buy certain cars because they are reliable, sophisticated, powerful or reasonably priced, and not particularly because they are American, Japanese, or European cars. Even if someone buys a car on the basis that it has an American name plate on it, the car is likely to have the parts that are Korean-made, and the technology that was originated in France. Therefore, "buying American" has become a very difficult proposition to keep.

"Containment of Japan"

As Mike Mansfield, the US Ambassador to Japan from 1977 to1989, observes, the US and Japan has "the most important bilateral relationship in the world— bar none." The two nations share important and fundamental political, economic, social, and military ideals and objectives, like

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Medical Alert

'Roid Rage Is Real

Seth Sandronsky

Slowly but surely, the lesser-known and rarely researched adverse mental effects of anabolic-androgenic steroid use are receiving the medical attention previously reserved for its undesirable physical effects, like clitoral enlargement, gynecomastia, high blood pressure, hirsutism, irregular menses, liver dysfunctions, and testicular atrophy.

A recent study in the "American Journal of Psychiatry" by Harrison G. Pope, Jr., M. D., and David L. Katz, M. D., of 41 steroid-using bodybuilders and football players, 39 men and two women, ages 17 to 51 years, indicates that one-third of them exhibited affective and psychotic symptoms during steroid "cycles" of six to 16 weeks, which gradually but consistently ceased when they stopped using steroids.

Recruited from eastern Massachusetts and Los Angeles, California, the athletes were confidentially interviewed about their steroid, alcohol , tobacco, "recreational " drug use, and medical history.

The affective symptoms reported during periods of steroid exposure included compulsively purchasing then abruptly selling unaffordable sports cars: driving a car at 40 m.p.h. into a tree while a companion filmed it; wrecking the windshield of a stranger's car parked at a stoplight because a turn signal was mistakenly left on; and major depression.

The five subjects whose major depression met DSM-I ! I-R guidelines, (a diagnostic basis for identifying psychiatric disorders), when they stopped taking steroids attempted to ameliorate their condition by using human chorionic gonadotropin to restimulate their natural production of testosterone, which the steroids had disrupted.

Psychotic symptoms, ranged from auditory hallucinations and paranoid jealously to grandiose delusions of euphoria, strength, and indestructibility.

An overwhelming majority of subjects who reported affective and psychotic symptoms were simultaneously using, or "stacking," two to four oral (methandrostenolone or oxandrolone) and injectable (testosterone ester or nandrolonedecanoate) steroids.

Although none of the subjects reported seeking medical care as a result of steroid use, "affective and psychotic syndromes were significantly more frequent during periods of steroid exposure," say Drs. Pope and Katz .

Steroid abstinence also improved the adverse mental side effects two steroid-using men were who experiencing in an earlier study by the two physicians in the sritish medical Journal, *Lancet*.

"When you are dealing with steroid hormones," says Daniel A. Williams, Jr. , M. B., P. C., and Consultant to the U. S. Olympic Committee, "they not only have an effect on sexual organs but a tremendous affect on the brain itself. Steroids have a significant affect on the areas of the brain in which aggression and rage are controlled."

While it is not yet clearly understood exactly how this biochemical process occurs, the frontal lobe of the brain seems to be affected by steroid use, as people who have had this area surgically removed are less aggressive.

The relationship between steroid use and abnormal psychological behavior, however, can take many forms not previously associated with steroid use.

Reasons for this are varied.

An instructive starting point is Anabolic Steroids and the Athlete, written by William M. Taylor, M. D., in 1982. In it he notes that the American College of Sports Medicine took the position that anabolic-androgenic steroids did not improve athletic performance.

Why, then , one wonders, would athletes use such drugs?

Did body builders or football players swallow and inject themselves with steroids because doing so hampered them during training and competition?

Today most athletes and an increasing number of people in the medical community know otherwise, yet it is only recently becoming known that the psychic cost of such training aids can be enormous.

Specifically, physicians today are clinically researching the mental and physical side effects of these powerful, man-made hormones that some athletes take in amounts which exceed therapeutic doses by as much as100 percent.

Ever since sprinter Ben Johnson's fall from grace at the 1988 Seoul Olympics and the resulting Canadian hearings into its amateur athletes steroid use, the public has also been discovering that taking steroids can dramatically increase muscle endurance, size and strength, and performance — therein lies the attraction for thousands of competitive and recreational athletes.

For example, a steroid user can change his

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the form of op-ed pieces or sarcastic put downs or whatnot, it happens frequently.

Q: I'm going to throw some names at you and I would like you to respond to them.

Tom Wolfe.

A: *The* Thomas Wolfe, the great novelist or the modern journalist?

Q: The latter.

A: Well, to me it's amazing the patience Wolfe has—to actually sit down, get up and follow a story for how many years it takes to write a *Right Stuff* is incredible. Although I have not read *Bonfire of the Vanities*, a piece of fiction, as a reporter, he's a gem.

Q: What about his suit?

A: It's all a part of the character he plays—a costume for the role of Tom Wolfe.

Q: Hunter S. Thompson.

A: When writing about his political views, what he's peddling is utterly worthless. You know things must be going well if Thompson turns his eyes to the issues. On the other hand, when covering the underbelly (actually, the armpits) of our culture, this character can make getting dirty appealing. There's a sense of fun when you see his byline because there is an adventurous aspect to his reports from the battlefields. But his importance as a writer is limited because of most of his stuff is puerile junk.

Q: Joan Didion.

A: A narcassist in the strictest sense of the term. I think it was Henry Fairlie who said that wherever she goes, whether its Salvador, Miami, or Los Angeles, or as far as a publisher's advance will take her, she always finds herself. Overrated.

Q: Norman Mailer.

A: (Hmm.) A man given in to displays of excess, and to little effect except to display his daringness, and his lack of respect for boundaries—Mailer has a mind that lacks restriction. Thus the products he throws at society are *Marilyn* and all 1024 pages of *The Executioner's Song*, and the meandering *Armies of the Night*. What a dreadful book.

Q: Let's turn back to journalism, *The Hornet*. Is the work worth it?

A: Worth what?

Q: Do you enjoy the work?

A: Like any job or hobby, there are likes and dislikes. The bureaucratic end of running the newspaper is a drain on time better spent researching, shaping and writing an essay or story. Also, pasting up and laying down the paper are essential elements to the paper, and valuable in the sense of skills learned, but my interest is very minimal; however tedious these chores are, they allow me to have editorial control over my work—as if I were a contributing editor.

Q: What is it about writing which draws you to it?

A: The standard answer and a very true one is it gives a writer a chance to have his ideas tested, to be able to initiate thought on any topic at the stroke of a key. This type of power is like an aphrodisiac, in the sense that the more I write the more I want to write. It's also the power to stimulate change when change is necessary. I have witnessed what the printed word can do, both the good and the bad aspects of this power.

Q: What gives you the authority to say what you do?

A: Who do I have to be?

Q: The level of immersion into yourself, what does it mean to you?

A: Well, if I understand your question, it's a chance to actually see my thoughts down on paper. Seeing it on paper somehow makes it more real, more unified, more concise. The printed language is more permanent than the unrecorded, spoken word. And for some reason, permanency is very important for the human soul. Also, the only way to understand people is not only to observe their behavior, but to examine the language they use. Yet, since most of us are limited in our sphere of influence, and cannot observe the behavior of most people, we rely upon the journalistic or literary account. (We do live, as C. Wright Mills once said, in a mediated culture.) And by examining their language, we examine their thoughts, their ideas, and through this examination we can begin to wonder what kind of person uttered or wrote those words—what kind of principles he had, what kind of standards he lived by, what kind of person he was. Certainly, a reader cannot actually glimpse into the mind of a writer, but he can get an idea of what the writer was thinking about, the kind of ideas he wants tested.

Within this area, I've created my own rules as dictated by myself. It's really an exercise in discipline rather than vanity.

David C. Ryan is *Hornet* associate editor

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no other two nations could. It is manifested in the way Japan spends Overseas Developmental Aid money, the way Japan votes in the United Nations, the way the Japanese have organized their military, and the Japanese love and respect for their Constitution and American popular culture. Japan is the most generous American ally, currently contributing about 40 percent of the total cost of $6.2 billion to keep 63,000 American military personnel stationed in this strategic archipelago.

In the1980's, however, the relationship between the U.S. and Japan has been anything but smooth. The troubled relationship has prompted a number of journalists, politicians, and scholars to voice their opinions on the topic of "what's wrong with the Japanese." Peter Drucker, a noted economist, has called the Japanese trade practices "adversarial trade." Chalmers Johnson, Rohr Professor of Pacific International Relations at UC San Diego, has termed the economic stage that Japan and its "emulators in Asia" are in as the "capitalist developmental stage," emphasizing that it is different in fundamental ways from the Western capitalism. Kipling's "The East is East, The West is West..." mentality seemed to have culminated in James Fallows' article in May 1989 issue of the Atlantic, titled "Containing Japan," a term "previously reserved only for America's ideological and military nemesis, the Soviet Union." These and other American frustration with Japan has found the appropriate name in the title of the Karel van Wolferen's article in the 1986/87 Winter issue of Foreign Affairs, "Japan Problem."

Fueled by seemingly logical argument advocated by these and other new breed of Japanologists who now consider Japan as a "problem" for well-being of the peoples of America and Europe, recent public opinion polls indicate that as much as about 70 percent of the Americans now consider that Japan poses greater threat than does the Soviet Union to American national security.

However, as the case of American automobile industry suggests, many arguments against Japan in the discussions of the so-called "Japan Problem" are conveniently based on misperception and distorted facts and figures about the complex and "inescapable" relationship between the U.S. and Japan. This is because the two nations are so closely interrelated, yet the obsolete ideas of nationalism on both sides seem to keep them from viewing their relationship in a proper perspective. My intention here is to discuss briefly on each case of such misperception and distorted information, and inspire, among my American audiences, a new and positive way of thinking about the bilateral relationship.

The Toshiba Machine Incident And The Politics of Fear

In 1987, the Pentagon discovered a violation of the regulations set by the Coordination Committee for Multilateral Export Controls (known as Cocom) committed by Toshiba Machine Company. Toshiba Machine has exported the sophisticated machinery to the Soviet Union which allegedly enabled the Soviets to manufacture a

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appearance, and thus alter the way he and others view him at home, work, and during training. Unfortunately, there is also a down side to the tremendous elation, joy, and pride in ownership, you might say, of one's new and improved, albeit chemically-induced, muscularity.

"Right there is a built in psychologicai stress, even if steroids did nothing to the brain," says Dr. Williams." But the basic psychological change is one of tremendous aggressive behavior."

For certain athletes, such an "edge" is acknowledged as being a competi tive advantage, especially in anaerobic sports like football and weight lifting which reguire explosive strength and quick bursts of speed steroid use in amateur and professional body building, which demands a high degree of muscularity and low percentage of body fat, appears to be a widespread phenomenon, too.

Besides being abnormally enraged during steroid use, one's sexual behavior can also be affected, though marital infidelity and promiscuity aren't side effects usually associated with taking steroids.

Dr. Williams recently read a report of 35-year-old west Coast

woman body builder whose steroid use led to an insatiable sexual appetite that wreaked havoc in her three marriages.

Many incidents of brutal spousal abuse spanning the past 10 years have also been linked to steroid use among amateur and professional athletes.

Steroid rage is even being used as a defense in criminal cases, as Adele Lubell explores in the February, 1989 issue of "The Physician and Sportsmedicine."

Lubell cites the case of a Florida body builder, described by family and friends as down-to-earth and well-adjusted before using steroids for more than one year, who was accused and convicted of taking part in a murder, despite his defense attorney entering a plea of insanity from the effects of taking anbolic-androgenic steroids.

Given the steep mental costs of using steroids, the guestion of whether or not they are as addictive as alcohol, caffiene, cocaine, heroin , or tobacco bears attention.

Are the symptoms of withdrawing from steroids comparable with the cravings a cocaine addict experiences when he craves more cocaine, as Drs. Kenneth Kashkin and Herbert Kleber suggest in the December 8, 1989 issue of the "Journal of the American Medical Association"?

"When athletes come off this drug there is a steroid rage that takes place that needs to be addressed,". says Dr. Williams. "Instead of being more relaxed, as you might think, the opposite actually takes place. They become more hostile."

Although not fully understood by medical science, the natural effect of hormones can have an effect on anabolic-androgenic hormones being taken.

In other words, naturally occuring polypeptide, protein , and steroid hormones interact with synthetically derived anabolic-androgenic steroids in a way that affects one's personality for the worse.

"What happens is that these people (steroid users) lose their sensibility; they lose

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Literary Journalism

The Boxershort Salesman

Nita Fryer

"What's up with this water breaking stuff?" 19-year-old Patrick Ryan honestly had no clue and was tired of being left in the dark about this mysterious phenomena. Three Californian students who were on a train, questing in the Swiss Alps, were being entertained by the tall tale of a petite sorority gal from Norman, Oklahoma. She was explaining how her 17-year-old unwed sister just gave birth to a bouncin' baby boy. No one knew she was pregnant until she went into labour and the water broke.— "Well, she had always been kind off plump and the baby was three months premature."

The Yanks split a gut while the local Swiss burghers looked over at the Yanks with disdain. Pat has such a way with questions. In fact, he is the group's questioner. when the group gets lost in some tourist-hating Swiss town, they just send Pat out with his fresh questions and the locals will give him the map out of their glove box.

No one knows just how he does it. Perhaps it is his clean cut, almost preppy appearance. Maybe it's his sandy-blond hair that's just a bit too short to stay flat. Patches of it just kind of stick out every which way. He attempts to wet down the problem area every time he visits the john — only to have it spring up and out again a few seconds later. His galaxy of freckles on his untanned face kind of spring out at ya too. They complement his variety of expressions: happy, puzzled, thoughtful, sad, silly and sarcastic — which is his best. It's kind of a drawn out, open mouthed "aww" followed by, "That's just so funny."

People give him things or buy stuff from him because he is just like your kid brother, or perhaps the one you never had or the one you should have had. He is the all-American boy next door selling Little League candy bars.

He's a real momma's boy. She even makes his boxer shorts. He is so tremendously proud of these fresh tie-dyed shorts that he will unbutton his jean fly and show them to anyone who asks.

Not even a crystal ball can predict what crazy thing he will say or do next. "No one ever does this," he remarked in the busy Bern train station as he lifted his black leather fanny pack from around his waist up to his chest; twisting it around and tightening it like a newfangled brassiere. The look on his face was pure joy as if he had come upon a brilliant choice fad. The hundreds of Swiss travelers waiting for their Zurich connection stared at this six-foot American boy. Leave it to the Yanks to think of something that weird.

"When I'm rich someday, I'll buy my mom the car of her choice," he declared on afternoon. "My dad left us when I was a kid, and Mom has sacrificed a lot to help me through school. She drives around in this beat up station wagon, the kind with the wood paneling, but the wood is kind of peeling off. When I'm an executive or something it will be my turn to drive a heapmobile."

Pat goes to UC Santa Cruz, the most awesomest, fresh school in California. He was born in L.A. but grew up in Denver. Dreaming of returning to the Californian beaches as a student, he applied to a variety of schools: San Diego, San Jose, UCLA. USC, USF, UC Berkeley, Santa Barbara and the ultimate banana slug school, Santa Cruz. However, Santa Cruz was the only one that turned him down. He was so bummed. So totally bummed. No one ever turns the boy next door down.

He refused to give up. He borrowed a video camera and made a movie, "Pat's life after UC Santa Cruz Took his Promising Future and Flushed it Down the Toilet." Teachers and class mates tell the sad tale of how a dejected melancholic shadow fills the space that used to be the charismatic class leader. Mrs. Ryan comes on and blames Santa Cruz for the state of Pat's room. "He hasn't been up to cleaning it since you folks turned him down." Pat is even shown drowning his sorrows in a Budweiser at the local pub — a simulated scene because of his age. Feeling avenged, Pat sent the tape to U.C. Santa Cruz. The tape was so full-on entertaining that Santa Cruz reversed its decision, allowing him to enroll. Pat became one of those short-lived news celebrities in the local papers.

Getting enrolled was the easy part for Pat; paying for school was another matter. Out-of-state tuition is outrageously expensive. Mom and a scholarship would pull through for the first semester. Somehow he would have to find a way.

An idea did come to him one late afternoon during his first week at the campus that allows students to attend classes in the buff. While he was cruising the board walk and pondering his financial situation, atrocious Californian beach garb accosted his eyes. Not even his dark shades could filter out the bright rays reflecting off the Californian beach blondes prancin' with their buff boyfriends showin' off their trendy surfing styles. Bodacious blue, Hawaiian yellow, electric orange, electrifying black and chartreuse polka dots, paisley purple, tie dyed rainbow, race track plaid, tacky watermelon with mustard yellow splotches, spray paint silver and gold, old worn denim with gleaming green patches. It seemed like all they ever wear in California is shorts and sandals.

Pat thought about this and wrote home. Mom replied by jazzing up her boxer short pattern with some fresh colors and patterns. She even embroidered the fresh U.C Santa Cruz logo on the side of these fresh shorts. His new friends were so impressed with his boxers that they began to buy his shorts right off him. Being a natural salesman — who could turn down the boy next door? — he knew he had caught onto something.

Today many UC Santa Cruz students and faculty sport Pat's shorts. Mrs. Ryan opened a small short shop in her Denver

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quieter propeller for their newest submarines, making them harder to detect. This incident, which Chalmers Johnson believes to have partially been responsible for linking the issues of trade and defense in American people's mind, prompted harsh reaction in the Congress toward Toshiba and Japan. A retaliatory resolution, which would have banned all Toshiba products to be sold in the U.S., passed the House overwhelmingly, in spite of the fact that Toshiba, the parent company of Toshiba Machine, was not involved in the sale, and stiff legal actions had already been taken against Toshiba Machine by the Japanese government. "Toshiba should be given a corporate life sentence," remarked one angry Congressman, "that means that they should be banned from the United States because they made it easier for the Soviets, in time of war, to kill Americans." Some congressional representatives, to dramatize their protest of the sale, took a sledgehammer to a Toshiba radio-cassette on the grounds of the Capitol. Although forgotten by most American people, the televised image of these angry Congressmen was shown in Japan over and over again, and, as Mansfield points out, "the picture remains etched clearly in the minds of many Japanese as an example of American contempt for Japan."

Yet during all these emotional media hype on both sides, some important facts went unnoticed. NHK, Japan's quasi-official TV network, reported in 1989 that according to "Guide to the Soviet Navy," a comprehensive book on the Soviet Naval Force published by the Naval Research Institute at the U.S. Naval Academy in Annapolis, there was no direct relationship between the Russian development of the quiet submarine propeller and the advanced machinery sold by Toshiba Machine. Answering a NHK reporter, Norman Polmar, the editor of the book, explains:

The Soviet submarines are getting quieter as each new model rolls out. When Akula, one of the newest Soviet sub, came out, its noise level was about 8 to 10 years ahead of what the Western military analysts had expected, which surprised them. Akula went to sea in 1985, which means that the final design was done in around 1980 or 81. That, of course, was before the Toshiba sale. Toshiba sale did not result in quiet propeller. The quiet propeller is totally a Soviet development. But what Toshiba did, which was very bad for the West, is to provide the Soviets with the means to produce large numbers of these or other advanced propellers, relatively cheaply and quickly.

NHK also reported another interesting fact surrounding the Toshiba case. Five months after the Toshiba sale was publicized, the Pentagon reported a similar case of Cocom violation. A French company called Forest-Line was discovered to had been exporting high-tech machinery very similar to the one exported by Toshiba Machine to the Soviet Union for 15 years. Although the U.S. Defense Department was aware of this violation before the Toshiba sale, the incident was only briefly reported in France, and neither Forest-Line nor France was criticized for the sale in American Congress. While not downplaying the Toshiba Machine's Cocom violation, the question here is why Toshiba was singled out to be publicly humiliated in America.

According to the NHK report, Harvard University's Kennedy School of Government issued a report of findings about this case, based on the research it conducted upon the request from the U.S. Government. Titled "Taking Toshiba Public," it uncovered that the American government hadn't initially intended to bring this matter into a public attention, until the Congress was informed of the sale, at which point the matter got out of control. The Harvard report states that the officials in Pentagon and CIA were just as bitter about the Congressmen who took a sledgehammer to a Toshiba radio as were the Japanese.

There seems to have been, therefore, an irrational force of fear working behind the hype in Congress over the Toshiba case. Such fear of Japan has been affecting many other decisions of American government toward Japan in recent years. A few years ago, the attempt by Fujitsu, Japan's largest computer manufacture, to purchase Fairchild Semiconductor was blocked by the U.S. Trade Representatives, on the basis that Fairchild was involved in a sensitive area of national security, and foreign acquisition of that company might jeopardize it. This seems hardly a logical explanation, however, since Fairchild was formerly owned by a French conglomerate. What the experience of Toshiba and Fujitsu suggest is that politics of fear has been increasingly felt in American governmental dealings with Japan.

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Beyond National Boundaries

Perception is often more important than reality in politics, and the appearance of dying Eagle and rising Sun has been largely responsible for generating such fear of Japan in America. Just as the "missile gap" argument was employed to show the Soviet threat in the 1960's, various statistics concerning Japan are utilized to convert the emotional fear of Japan into a concrete anti-Japanese sentiment. The most often used and widely recognized are the trade figures, which have been showing continuous imbalance of trade in Japan's favor. But the question that whether measuring what's coming in and going out from a country is really an appropriate way to judge the country's strength in today's interlinked world economy has never been raised in the American media.

The term "interlinked economy" does not just mean that we buy a lot of things from each other, but that our economies are operating in borderless fashion. National boundaries mean little to corporations and consumers. For instance, today, few consumers, if any, buy Reebok sneakers or Sony television sets because they are English or Japanese made. Most of them buy these goods because they are quality products priced competitively. Of course, even fewer people know that Reebok sneakers are actually made in South Korea, while Sony TVs are made in America. Most of the people in the West are completely "non-nationalistic" when they consume. Such non-nationalistic behavior of people became commonplace, as corporations became multinational, perpetuating international division of labor. Today a quarter of America's import is generated by American corporations, which have moved their productive capacity away from America to the countries such as Mexico, Brazil, South Korea, Taiwan, and Japan.

Can the America's real economic strength be accurately judged by measuring how much comes in and goes out at the borders? The answer is, in my opinion, no. This is especially so, in regard to the international activities of American multinational corporations, which have an excellent ability to "localize" their overseas operations. For example, two of the top manufactures of cars in Europe are not European, but Ford and GM. IBM is highly respected No. 2 computer manufacturer in Japan. When a Japanese person drinks soft drink, it's most likely to be a product of Coca-Cola, who, by wiping out its Japanese competitors, has become the No.1 soft drink maker in Japan with 70 percent of the market share. Coca-Cola now makes more money in Japan than it does in the United States. When American microchip manufactures ganged up on Japan several years ago, accusing that it's protecting the home market from foreign chips, while dumping their own chips in American market, Texas Instruments alone did not join the rest of the American chip makers in the protest. This was because TI was at the respectable second place in the Japanese microchip market share. In fact, in 1986 alone, localized American corporations operating in Japan earned over 50 billion dollars. Yet the problem of trade statistics is that such activities by the American corporations operating in Japan are not reflected very well in them. IBM Japan alone had the total sale of $7 billion with operating profit of $1.2 billion in 1987, yet these figures do not appear in the official trade figures which politicians and scholars often base their Japan-bashing arguments upon, simply because things the Japanese bought from IBM were not produced in America, thus nothing was "exported" from this country, while the profit from the sales in Japan certainly provided incomes for many American employees here. What's worth is when IBM decides to send some of the goods it produces in Japan back to the United States, because now they are counted in the trade statistics as "import from Japan." This suggests another problem with trade statistics, which is that they do not show who was doing the actual importing, when we discuss the import from Japan. Needless to say, the IBM's earnings that were generated by its business in Japan shows up in its annual corporate report in America as part of the corporate earnings.

Is there, then, a more appropriate manner in which to view the corporate activities in both Japan and the United States? Kenichi Ohmae, a management analyst who has gained international acclaim with his concept of "Triad Strategy," advocates a rate of penetration of each other's market by products of either country as better way to show activities of both Japanese and American corporations (See figure 2). In 1984, there was, as the American government had us believe, $31.2 billion of trade deficit for America, that was large enough to prompt the drastic action by the U.S. government in 1985, the depreciation of American dollars, which I will discuss shortly. This is the difference between the U.S. import from Japan ($56.8 billion) and the direct U.S. export to Japan ($25.6 billion). Yet, the localized American corporations generated $43.9 billion dollars in Japan, while the Japanese corporations that have localized in America (such as Honda which produces Accord in Ohio) only generated $12.8 billion. Combined, the rate of penetration of Japanese market by American products is $69.5 billion, whereas that of American market by Japanese products is $69.6 billion. As these figures show, the rate of penetration is, surprisingly, quite balanced between the two nations. This, of course, means that the market openness of the two nations toward each other's goods is at about the same level. Furthermore, if one takes into account the field of softwares, in which America is still very competitive, the enormous amount of money Japan pays every year for American technological licence fees (in such areas as nuclear reactors, the air and space industry, and microchips) and for using American concept (such as 7-11, Mr. Donuts, and McDonald's) will tilt the balance for American favor considerably.

It is also possible, using these figures, to calculate just how much money an average individual in both countries spend on products of each other's country (See figure 3). While an average American spends $298 per year on Japanese products, which amounts to 2 percent of average American income, an average Japanese buys $583 per year worth of American brand goods, which amounts to 6 percent of average Japanese income. The amount an average Japanese spends on American goods is, therefore, about twice as much as what an average American spends on Japanese goods. This occurs because there are about twice as many Americans than there are Japanese, while the amount of market penetration of each other is, as I discussed above, balanced. These figures show why there was nothing but confusion among the Japanese people, when former Prime Minister Nakasone asked each Japanese citizen to buy $100 worth of foreign goods to ease off trade frictions with the United States on national TV program in 1985.

In the same year when Nakasone asked his countrymen to buy more American goods, James Baker, then the U.S. Treasury Secretary, led the meeting of G5 to lower the value of dollar against European and Japanese currencies. The decision to depreciate the dollar value, came to be known as the Plaza Accord, was taken in order to lower the American trade deficit, by making foreign goods more expensive in America while providing a competitive edge for American goods in overseas markets by lowering their prices. Through active governmental paticipation in currency exchange market, the central banks of the five leading economies initiated the trend to slash the value of dollar by 30 to 50 percent against other currencies. In the case of dollar-yen exchange rate, the dollar devaluation went even further. One dollar was worth 260 yen in March 1985; by May of 1988, it was one dollar equaling 125 yen, which meant that the value of dollar fell by 108 percent in just three short years. Although dollar has gained back some strength in recent months, endaka, or sudden surge in yen's value, has caused major industrial adjustment in the Japanese corporations. In theory, what endaka means is that an American consumer used to pay $10,000 for a Japanese car that costs 2,600,000 yen in the home market; after the Plaza Accord, however, he now must pay $20,800 for the same car. On the other hand, a Japanese consumer now only need 5,000 yen to purchase a bottle of American whiskey that sells for $40 in the U.S., instead of 10,400 yen he used to have to pay for it.

The American economists and industrialists who favored this decision argued that dollar devaluation would suppress the American consumption of Japanese goods

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apartment where she makes three sizes of shorts — but one size fits all really — and tie dies some of them in a variety of loud colors. He sells them door to door and always takes a few pairs to parties and classes. They sell for $15 — $17. "I'm the only one I know who can afford to wear these as underwear," said Pat jokingly. He expanded last year to include a T-shirt with a red Budweiser-looking logo on the chest. "UC Santa Cruz, King of Schools."

Pat's idea was so profitable that he was able to pay for school. After a year he became a bonafide Californian resident which was fresh because he could afford two trips to Europe with the money he saved on tuition

The first trip was with one of those tour groups you see posted on classroom walls. The kind with the beautiful blonde sitting on the shoulders of some football player in front of the Eiffel Tower. He was so thrilled with Europe that he decided to study its languages — Spanish, German and French. All of them at once.

Last summer he bought a plane ticket with his boxer short money and flew to Switzerland. Through an exchange program he worked as a fruit seller in a small local grocery store. He can sell fruit almost as well as shorts. The Swiss hausfraus and madames were so impressed with his languages.

In Bern everyone including the mayor, got to see Pat's wonderful boxer sales pitch last August during the farewell feast. Twenty of the American students who had worked in Switzerland over the summer met at a fancy Italian restaurant. Everyone would soon be leaving their little fruit stands. In fact, Pat was heading for Spain right after dinner. (Do Spanish students wear shorts?) After the fresh feast and red wine, someone mentioned Pat's boxers. Of course he happened to have about ten pairs with him. He excitedly pushed the plates over to one side of the table and displayed his boxer selection — "This full-on Hawaiian pattern is my favorite." He even had a few T-shirts. He commanded the attention of all diners, including the mayor who happened to be seated close by. They were thinking thoughts like, "Yankee capitalism at its worst," "Is that underwear he's selling? ... In a restaurant?" and "Americans have no class." Pat sold seven pairs of boxers and a T-shirt that evening — enough to pay for a one way ticket to Barcelona.

Nita Fryer is *Hornet* news assistant

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while increasing the Japanese demand for American goods. People like Roger Smith of GM argued, "if we can get the dollar-yen exchange rate to about $1=190 yen, we can beat the Japanese, and the trade deficit with Japan will disappear." In reality, though the value of dollar dropped even further than the 190 yen level, the trade deficit did not disappear. On the contrary, it has increased.

The reason is rather simple. The Japanese export to the United States is measured monthly on yen basis by MITI. This yen-based amount of Japanese export to America must be converted into dollar amount, so the U.S. Commerce Department can compare it with the amount of U.S. export to Japan, which is naturally measured monthly in dollar, to tell the American public how much surplus or deficit the United States had with Japan in a recent month. A problem occurs at this conversion of the amount of yen-based import from Japan into dollar figure. The conversion must be done using up-to-date currency exchange rate. The problem here is the exchange rate itself is not fixed but floating. Theoretically, what this means is that as the value of the yen increased by 108 percent against the value of dollar, the amount of import from Japan (which, as I have stated, is measured in yen) increased by 108 percent automatically on paper. The dollar devaluation, therefore, resulted in an apparent increase in the amount of American imports from Japan, and the trade deficit seemingly worsened. This has created the worsening image of trade imbalance between the two countries, in spite of the declining Japanese export to America in yen amount, because the actual reduction of Japanese export to America was not large enough to offset the 108 percent increase in America's import from Japan in dollar amount.

What this event signifies is how superficial the so-called "trade imbalances" really are. There are a number of ways to superficially balance the trade imbalance on paper. For instance, rather than intervening in the currency exchange market to devalue the dollar, central banks of G5 could intervene to substantially lower the value of yen against dollar. If yen is devalued to about $1=1,500 yen level, the so-called U.S. trade deficit with Japan will be eradicated overnight. Another way to balance the trade on paper is to ask the Seven Sisters of oil industry to switch the source of oil they sell to Japan from the Middle East to America. If Japan imports oil from Alaska, the trade imbalance will also be vanished right away. Of course, the real problem here is not to balance the superficial trade imbalances, but the fact that the people in respectable positions as politicians and economists in both nations have trusted such an artificial solution as dollar devaluation to correct American trade deficit with Japan. The tension between the two countries is often ignited as a result of failure of such flawed policies to bring concrete result. When American politicians did not see any positive result in reducing U.S. trade deficit with Japan after the dollar devaluation, they simply accused Japan of not trying hard enough to achieve a balanced trade. The Japanese politicians and powerful bureaucrats, on the other hand, were largely confused of this unexpected result. Some came away with mistaken impression that Japanese economy has this hidden "strength" to survive such a crisis as endaka. They were all wrong.

The people who were responsible for dollar devaluation also ignore other key facts. For instance, over 70 percent of American working population are now employed in the so-called service industry, such as the stock market, real estate market, insurance business, food services and advertising. The American population employed in manufacturing sector are now only about 22 percent of the entire working population. What that means is that the dollar devaluation, in which the premise was that American products would be more attractive in foreign market, because of their reduced prices, did not affect over 70 percent of American working population, as the people in service industry are not producing anything that they can sell overseas per se. Of course, when American Express goes over to Japan to earn profit, that profit is not counted into the trade figure, because American Express would not be bringing anything from America to be sold in Japan. Over 70 percent of American workers are no longer producing what they consume. For them, what the dollar devaluation brought was increased price they have to pay for imported goods from Japan, many of which are essential to American businesses today, such as fax machines or certain kinds of computer memory chips, which American corporations no longer manufacture in this country.

"The dollar devaluation was a narrow-minded decision, designed to correct a superficial trade figure that only had use on paper. The biggest losers in all this are, of course, the American public..."

Also, as I discussed about the activities of American multinational corporations, this segment of American industry that has tremendous competitive power in international market has already established a very strong hold in the overseas markets, which means that even if the dollar is devaluated further, the fact remains that there are not many more products the Japanese want to buy from America. Had Coca-Cola not produced its softdrink in Japan already, the Japanese would have gladly bought Coke from the Americans. But, as I have stated, Coke is already being produced in Japan and is the most popular softdrink there.

The dollar devaluation was a narrow-minded decision, designed to correct a superficial trade figure that only had use on paper. The biggest losers in all this are, of course, the American public who now must pay higher prices for imported goods and for American goods that depend on foreign parts and raw materials.

"The Japanese Are Coming!"

As I have already discussed, competitive American industrial goods are no longer produced in America. Furthermore, America no longer produces what it consumes in America. This was the main reason why the U.S. had a trade deficit not only with Japan, but with Europe, Canada, Mexico, Brazil, Taiwan and South Korea in 1985. Today, American-based companies generate a quarter of America's imports. This, in my opinion, is not an entirely bad thing, because as American multinationals moved offshore to cut costs, it helped to develop low-wage, capital-poor economies in Asia and Latin America. The problem is the way the trade statistics, which do not reflect such activities of multinationals very well, are used not only to attack Japan but to allow such an narrow-minded decision as dollar devaluation to take place. The devaluation did not help to reduce American trade deficit; however, it did make one American commodity more attractive to foreign buyers: America itself.

After the devaluation of dollar took place, foreign investment poured into American real estate, governmental bond, and stock market. This has generated a new wave of fear among the Americans of Japan. Provocative anti-Japanese books, such as Selling Out: how we are letting Japan buy our land, our industries, our financial institutions, and our future, by Douglas Frantz and Catherine Collins, have been appearing on shelves of American bookstores. One key fact, however, that has been ignored by sensation-driven mass media and by "overworked but undereducated" alarmist journalists such as Frantz and Collins is that it was the American decision to lower the value of dollar, thus making American land and buildings attractive objects of investment for not only the Japanese but also the Europeans. There are many economists in the U.S. who argue for further devaluation of dollar to offset the trade deficit. If the American people agree with them and support the move to depreciate the dollar value further, they must also be prepared for increased foreign investment in America.

Linked with the increased investment from Japan, another area of concern for America today is its national debt. The United States, which had $141 billion of net assets in 1981 — an all-time high — has become the world's largest debtor, with net foreign obligations exceeding $263 billion in 1986. It took the Americans almost 60 years to built up its assets, and if they did indeed "blow" all of them in only 5 years, it certainly is the worst of all the "Reagan Legacies." Combined with the fact that Japan is now the world's largest creditor with overseas assets of about $200 billion, these figures are often used to show Japan as the biggest threat to well-being of American public. This was one of the campaign issues of the 1988 presidential election. Michael Dukakis, for instance, aired a television ad about the danger of foreign investment that showed a Rising Sun as a backdrop.

Yet, Kenichi Ohmae, in his new book, *A Global Perspective*, argues that just as trade figures are superficial, there is a statistical misperception created by the "America the world's largest debtor" argument. During the period from 1981 to 1986, the American foreign assets (both private and corporate-owned combined) did not decline. Indeed, it increased from $719.1 billion to $1.0679 trillion. On the other hand, the amount of American domestic assets held by foreign investors increased from $578 billion to $1.3314 trillion during the same period. The appearance of increase in American national debt is, therefore, the result of increased foreign investment, not diminishing American foreign assets.

The surge of foreign investment in America began, as I have already explained, because of the devaluation of dollar, and also the high rate of return on investment in America. America is, in fact, very attractive place for foreigners to invest. It is stable both politically and economically. In America, one can invest in junk bonds with a 25 percent return, treasury bonds with a 9.5 percent interest rate, and time deposit with a 6.5 percent interest rate. In contrast, on average, Japanese time deposit account, where most of Japanese domestic assets are pooled, offers only the return rate of about 4 percent. Investors in Swiss or West Germany have the same problem, thus the desire to invest in the United States. Money move around in international financial markets, looking for the best possible return for investment. This is the logic of money and it has little to do with anybody's nationalism.

This huge national "debt" has caused much fear in America, such as the fear that America might be facing the same destructive "external debt crisis" that Brazil and Mexico are facing now. But since 60% of what's accounted as America's national debt is indeed the investment from foreign countries in the forms of stocks, bonds, and other direct investment, whereas the Brazilian or Mexican debt is mostly inter-bank

See Japan, p. 11

Japan, from p. 10

loans, the fear is not a very credible one. Also, unlike Brazil or Mexico which must first earn American dollars to pay off its debt, America, whose currency is still the key international currency, does not have to worry about earning a foreign currency to pay the interest. And when America does pay the interest, there is no need to differentiate a Japanese investor, such as a housewife in Tokyo, from an American investor, such as a farmer in Iowa. America just pays the same rate of interest indiscriminately. Furthermore, America does not have to pay interest on the foreign investment in American land or corporation buy-outs, though when such foreign capital enters into this country, it is accounted as "America's foreign obligations."

Much of the American fear of increased foreign investment was generated because of the misperception concerning available American capital. Doomsayers argue that America will soon be under the mercy of the Japanese because American financial and governmental institutions are dependent upon the Japanese money. So if the interest rates go down, the foreign investment will flee America, and the available capital in America will dry up, which will force the United States to raise its interest rates. This, they argue, is the threat posed by Japan. Yet, one critical factor such doomsayers are failing to realize is that America possesses almost $8 trillion of funds in individual assets alone. Ohmae argues in *A Global Perspective* that the reason the U.S. government is always in need for foreign investment in treasury bond market is because American investors are too greedy and are not satisfied with the 9.5 percent interest offered for the T-bond. Their money is largely invested in stocks with much better return. Hence, the T-bond market has become largely dependent upon the foreign investors. If American investors were willing to take the lower return for their investment, the so-called American dependency upon the Japanese money would be eradicated overnight. If America was serious about reducing its "national debt," the best way to do it is to cause "gala" in the stock and bond market, thereby causing capital flight. It would be even better if America's own money flee this country for better investment opportunities elsewhere, because such fleeing capital is accounted as America's foreign assets. But is drying up of available fund really in America's best interest?

Is an increase in foreign investment in this country really bad for America? And just how much do the foreigners own in America? Foreign investors met $70 billion of payrolls annually for about 3 million American people. "A lot of these jobs," as Jim Powell states in his book *The Gnomes of Tokyo*, "are in rural areas that, for one reason or another, haven't been able to attract US employers, and consequently living standards there have lagged below the national average. By injecting capital into these areas, foreign investors expand opportunities and help raise living standards." According to Powell, the highest estimates of foreign assets in America today is around $1.5 trillion, about 5 percent of U.S. assets. As Powell points out, "this is less than the total assets Americans own in a number of other countries." Foreign investors own an estimated 6 percent of U.S. corporate equities and about 1 percent of U.S. land.

The important question here is, again, why has Japan been singled out from all the other foreign countries with assets in America as the threat to "America's future." After all, the biggest foreign investors are the British, with $80 billion of investment in the U.S. in 1988. The Dutch are the next, with about $50 billion. The Japanese are only in the third place, with $44 billion. It is neither rational nor practical to arouse the needless tension between the people of Japan and the US, by printing the provocative painting of an ugly oriental woman in kimono on the cover of *Newsweek* when Sony had bought the Columbia Pictures, while acquisition of American companies of similar caliber by the French, the British, or the Canadians hardly makes any news in the mainstream American media. Perhaps the fact that Japanese are Asians, whose industrialists and politicians have "unpronounceable" names like Morita, Matsushita, and Takeshita, may contribute to the high visibility of Japanese investment in America. If all the Japanese changed their names from Ichinose and Takahashi to Smith and Jones, they might have less problems with the American public.

The Threat of "Threat of Japan" Argument

A number of American journalists, economists, and scholars, who pass in this country as "knowledgeable sources on Japan," have written alarmist accounts concerning the so-called "threat of Japan." These threat concepts have seemingly logical arguments, and politicians often utilize them as theoretical background for their Japan-bashing talk. In the mind of American public, repeated bashing of Japan by their own politicians and journalists has been creating the emotional fear of Japan, which in turn fuels even more bashing in Washington, the media and academia. This is the dangerous cycle in American society today which might lead to the rise of irrational nationalism. This is a dangerous trend because most of these "threat" arguments, though might seem logical, are based upon misperceived view of the bilateral economic relationship, and limited and inaccurate knowledge of the Japanese society and how it operates. Nationalism in this country, which is usually manifested in the form of protectionism, would surely arouse nationalism in response in Japan. Rise of nationalism in two of the most active economies in the world could easily trigger irrational trade wars, which could possibly lead to worldwide recession. If the peoples of both nations allowed to let such foolish discourse to take place, the future historians would have to conclude that the two nations did not learn any meaningful lessons from the historical developments in the first half of this century, which eventually lead to the unfortunate war between America and Japan.

What has become known as the "threat of Japan" is often just encouragement for a healthy economic competition, or injection of capital into the sectors of American economy where funding is otherwise scarce, which is essential in generating positive influence on the future economic status of both nations and the rest of the world. What this means for an average American is that he/she has better selection of goods at lower prices, or lower interest rate for his/her student loans or home mortgage. That, of course, is why I think if American people were allowed to see the reality of this relationship in less nationalistic and more globalist way, they might actually begin to love so-called "threat of Japan." In this writing, I attempt to offer alternative explanations for the issues of bilateral business practices, foreign investment, and the Toshiba incident, and hope to arouse peoples of this great nation to see this bilateral relationship in more proper, balanced perspective, as detrioration of the relationship between Japan and America would be too costly for the peoples of both nations to bear.

Koichiro Ichinose is a junior majoring in government at CSUS

Gerth, from p. 3

California State University. We don't get budgeted separately.

Q: You recently received a pay raise. When had you received your last one before that?

G: My last salary adjustment was last summer and my salary then was set just under $114,000. At that time presidents each were paid differently, ranging from the mid—90,000 to where I was getting paid. Then, this fall the board changed the whole thing, moving all of the presidents to the same salary, which is $130,000 a year.

Q: That means that someone who is just starting, (like the president of SFSU) gets the same as everyone else?

G: Or the president of San Marcos, for example, where there are no students — they are just planning. Yes, all the presidents get the same salary.

Q: How do you feel about that?

G: I never comment about my salary. That was a decision made by the board of trustees. They have to do what they think is proper and apparently did.

Q: Comments on Proposition 111...

G: Even if Proposition 111 passes, we will go over 90 percent labor intensive (percentage of the school's budget allotted to salaries). What that does is to reduce the amount of money, drastically, that's available to support the instructional program. I'm talking about equipment money, laboratory supplies, which is simply diminishing. We have had a very tough decade in the CSU on budgeting, and there is no relief in sight, until the structure of public finance in California changes. This labor intensive character of our budget will keep building. It isn't going to stabilize until we get a new tax structure in California.

Q: What if Prop. 111 doesn't pass?

G: We will have a multi-million dollar cut in next year's budget. If it does pass, [we] will have a cut that is only half or a third that amount. Our budget is inevitably going to be cut from this year's level.

Q: Will there be a fee raise next semester?

G: I think so, but I can't tell you for sure because we don't know what is going to happen to the budget. The governor is proposing to stay within the Maddy bill, which keeps fee raises very low. I think it is about 3 percent.

Q: When will we find out whether we will be having a fee raise?

G: You'll find it out when I do. The governor and the legislature have got to do the budget. Constitutionally, they are supposed to have it done by June 15. I would be willing to bet you a nickel that we don't get it until August 1 and that we will be operating the University without a budget during the first month of the fiscal year.

Q: So would it be possible for our fee raise to be retroactive?

G: It's possible, but I would hope not.

Q: Is student money used to finance KXPR?

G: KXPR is almost entirely self-supporting. I think that right now there is probably about $50,000 of state money that goes into KXPR. That's a minor percentage of their total operation.

The issue is students want to have a radio station. I think students ought to have a radio station. And I am probably going to say to some of our people in the fairly near future, let's go get a student radio station.

Q: Do you think the multi-cultural center will attract people who are already racists?

G: I'd like to think that the university, because of the values that we have as a university, does something to temper racism. Racists, by and large, are not within the university community. The issue of racism is pervasive in our society. The Multi-Cultural center is a place to celebrate the diversity within our society, not racism.

Q: But what if someone used the Multi-Cultural Center to celebrate their own culture, and still did not tolerate others'?

G: Maybe they would learn something.

Q: Do you think that this will really solve the problems?

G: I think the Multi-Cultural Center will make an important contribution to this campus, in terms of people understanding the richness of California's ethnic diversity.

Q: Do you think the question of the ROTC's practice of banning homosexuals is a university decision?

G: The position that our system is taking is that the issue is to fix ROTC. For public record, I am going to remain open on the issue until I get a recommendation from someone.

Julie Conboy is a junior majoring in journalism

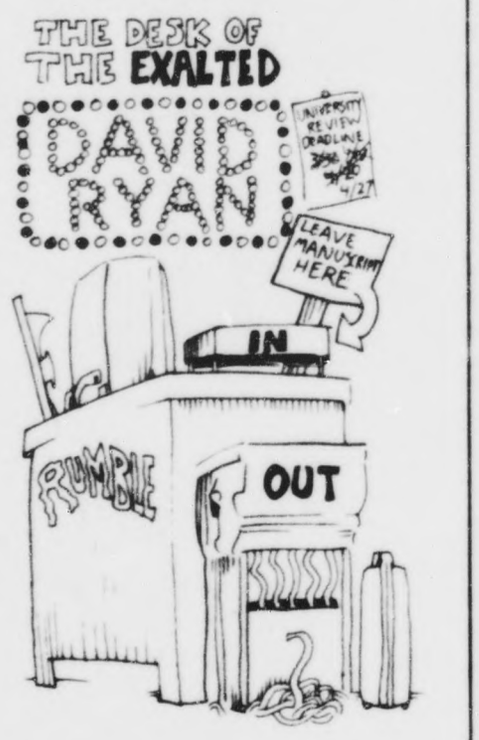
Editor's Note:

Many thanks go to our contributors. With the *UR*'s familiarity factor on the rise, submissions have been increasing — which means that many submissions, unfortunately, have to be rejected due to the demands of space.

Once again, thanks go to David Brumfield and Wayne Kunert for their help on this issue.

Sayonara...

DR



Steroid

from p. 7

their ability to have cognizant thinking patterns that are realistic," says Dr . Williams.

Certainly the pressure to win at all costs plays a significant role when a body builder or track and field athlete weigh the benefits and disadvantages of using steroids as training aids. And, to be sure, pressure from the competition and teammates cannot be discounted, either.

In the arena of highly competitive amateur and professional athletics, where the difference between first and second place can mean millions of dollars in contracts and endorsements — the motivation to use steroids can be reduced to terms that everyone understands: money.

Dollars. Megabucks. The proverbial pot of gold at the end of the rainbow.

In an ever— increasing number of cases, the athlete trains and dreams of fame, glory and the concomitant material success that go with that hallowed territory. This attitude will allow nothing—not hormonal disruptions, moodiness, rage, irritability, nor the well -documented physical effects of steroid to interfere with pursuing a chemical road to riches.

T. ough not all people who now take or have taken steroids exhibit such disturbing mental changes, there is a consensus that the longer one takes steroids, the greater the chance of experiencing adverse psychological consequences.

"Most of the time people start out with six-week cycles," says Dr. Williams. "That may be some type of commonality."

He believes that within such a period of time, negative behavioral changes can be readily observed.

Say Drs. Katz and Pope: "The common practice of stacking as many as five or six drugs, including oral preparations, parenteral preparations, veterinary preparations, and other hormones (such as chorionic gonadotropin) may be responsible for psychiatric effects as well as muscle gains) far beyond those witnessed in research settings."

Perhaps further research on anabolic-androgenic steroid use will provide medical science with a more comprehensive understanding of how these man-made hormones are biochemically processed to produce such undesireable mental effects.

Tigers Sleeping In The Vineyards

(Inspired by Jean-Paul Awe')

by Carol Fuccillo

Tigers sleeping in the vineyard,
Deep in slumber and repose,
They alone know the secret of life,
As they dream their dreams and doze.

Tigers sleeping in the vineyard,
Such a sight to see,
In their coats of Godmade stripes,
More beautiful than our finery.

Tigers sleeping in the vineyard,
Not a care in the world,
Their special secret is locked inside,
The magic of a pearl.

Oh, Tigers, sleeping in the vineyard,
Please show me the way,
Help me get through the anger and fear,
I face every single day.

Show me that your secret,
Will make the way less steep,
Show me how to rest in God,
So that I too can peacefully sleep.